

**Amendments to the Claims:**

The following listing of claims replaces all previous claim listings.

1. (Currently Amended) A method of enhancing the uptake of pigment by fish of a salmonid species to induce a change in the pigmentation of the flesh, said method comprising the step of feeding fish with a feed having a total pellet weight, wherein the feed comprises pigment and cholesterol, and wherein the cholesterol is added to the range of 0.1-5% of the total pellet weight.

2. (Previously Cancelled)

3. (Previously Amended) A method as claimed in claim 1 wherein cholesterol comprises between 1-4% of the total pellet weight.

4. (Previously Amended) A method as claimed in claim 1 wherein cholesterol comprises between 1-3% of the total pellet weight.

5 -7. (Previously Cancelled)

8. (Cancelled)

9. (Previously Cancelled)

10-11 (Cancelled)

12. (Currently Amended) The method of claim 8 1, wherein the salmonid species is Atlantic salmon, Coho salmon, Chinook salmon, Rainbow trout, or Arctic charr.

13-14 (Cancelled)